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Reconsideration of the application is respectfully requested, in view of the following remarks.

The Office asserts that it would be obvious to modify Dreeszen to obtain the present invention in that Naughton et al. teaches that it is known to make octagonal cartons with reduced height front and/or rear walls to facilitate display while maintaining the desirable octagonal shape of the container. Naughton et al. are attempting to develop a strong storage device which enables visibility of the stored containers while enabling removal of the container through the sides of the storage device.

It is not apparent what in Naughton et al. suggests to the Office that one could merely reduce the height of the Dreeszen walls. Rather, Naughton et al. utilize an inwardly facing projection extending inwardly into the storage area from each of the back portions. At column 2, last full paragraph, Naughton et al. state:

In accordance with the present invention, extending inwardly into the storage area from the back portion **14** is an extension **20** which provides additional support for the device, yet does not take up nearly as much room or interfere with the line of sight into the device as the prior art "H" type of insert. (Emphasis added.)

Later, in the last full paragraph of column 3, they state:

...The presence of the side support sections **12** and the inwardly extending extension **20** provide the requisite structural integrity to enable the devices to maintain their shape and to protect the containers therein when stacked one upon the other. (Emphasis added.)...

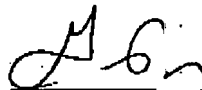
Since inwardly extending extension **20** helps provide the requisite structural integrity, and since the Dreeszen container lacks such inwardly extending extensions, it is not

apparent why one of ordinary skill would conclude from the cited combination of references that the walls and flaps of Dreeszen could be made shorter.

As to Coles et al. or Kuhn et al., it is not apparent why one of ordinary skill, absent the teachings of the present specification, would be led to shorten the walls of flaps of the Dreeszen, considering his concern for stacking strength.

In view of the foregoing, it is respectfully requested that the application be allowed.

Respectfully submitted,



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